

REVIEWER'S REPORT

Manuscript No.: IJAR- 55956

Title: Public Relations Strategies for Inclusive Employment: A Case Study of The DIFABIS Coffee and Tea Program by Baznas Bazis Jakarta.

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

1. **Significance:** The study is significant because it demonstrates how public relations can function as a mechanism for social transformation rather than mere promotion. By applying the RACE framework to inclusive employment in a service-sector, faith-based organization, it expands understanding of how communication strategies can normalize disability, enhance stakeholder trust, and support sustainable employment practices in nonprofit contexts.
2. **Strength:** Key strengths include a strong theoretical grounding, rich qualitative data, and the innovative application of the RACE framework to inclusive employment. The integration of disability studies with public relations theory is particularly compelling. The focus on everyday service encounters and dialogic communication provides valuable empirical insight into how inclusion is enacted and experienced in real organizational settings.
3. **Key Insight:** The central insight of this research is that inclusive employment succeeds when communication is embedded in organizational practice rather than treated as an external promotional tool. Public relations, when oriented toward dialogue, participation, and reflection, can transform routine service interactions into sites of social learning, thereby reshaping public perceptions of disability and reinforcing dignity, professionalism, and equality in the workplace.

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Reviewer's Comment / Report

The paper titled “*Public Relations Strategies for Inclusive Employment: A Case Study of The DIFABIS Coffee and Tea Program by Baznas Bazis Jakarta*” explores public relations strategies for disability-inclusive employment via the Difabis Coffee and Tea Program by BAZNAS BAZIS Jakarta, employing in-depth interviews, participant observation, and document analysis within a constructivist paradigm. Applying the RACE framework, it demonstrates how dialogic communication, BISINDO sign language, visual tools, narrative storytelling, and participatory evaluation foster inclusive service interactions, stakeholder trust, and organizational learning. The work enriches PR and inclusion literature by illustrating strategic communication's role in transforming nonprofit hospitality settings into equitable workplaces. Valuable for faith-based and service-sector inclusion initiatives, though single-case limits broader generalizability.

Suggestions for Improvement:

1. Reduce length by condensing background information and focusing more on key findings.
2. Strengthen the justification for selecting a faith-based organization in the Global South as a unique scholarly contribution.
3. Explicitly state the research objectives or research questions in a separate paragraph.
4. More critically compare prior studies rather than primarily summarizing them.
5. Clearly distinguish between inclusive employment literature and public relations theory.
6. Specify the number of interview participants to enhance transparency. Clarify the duration of fieldwork and observations.
7. Explain how language accessibility (e.g., sign language interpretation) was managed during interviews.
8. Briefly discuss researcher positionality and potential bias in a constructivist study.
9. Provide examples of coding categories or themes for greater methodological clarity. Explain how disagreements or ambiguities in interpretation were resolved.
10. Clarify whether any software (e.g., NVivo, Atlas.ti) was used for analysis.
11. Distinguish more clearly between results and interpretive discussion. Address potential negative cases or challenges encountered during implementation.

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This paper presents a well-designed qualitative case study that makes a meaningful contribution to public relations and inclusive employment scholarship. While the theoretical framing and empirical depth are strong, improvements in structural clarity, methodological transparency, and analytical precision are needed. With minor to moderate revisions, the manuscript is suitable for IJAR. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.